

FINANCIAL AWARENESS

A TWO DAY NON-RESIDENTIAL PROGRAMME

everything you need to know about business finance for the non-specialist

Successful managers, marketing and sales people can be even more effective given a better understanding of the commercial considerations that interact with their own discipline. The programme is specially designed for Executives who recognise the benefit of understanding how the financial side of the business operates. The course is led by a marketer, not an accountant, who takes a practical, pragmatic view of money matters and translates the jargon, conventions and formats of accounting so that they become useful tools for the delegate. Case study work and practical exercises form an important part of this programme reinforced by tutor led discussions.

Programme Contents

- Finance – Its Part in the Marketing Mix
- The Cash Flow Cycle
 - Lots of Business – and How to Go Bust
 - Working Capital – How It Is Used
 - Cash Flow and Profits
- How Costs are Quantified
 - Costs of Production and Selling
 - Absorption Costing
 - Marginal Costing
 - Standard Costing
- Understanding the Statutory Accounts
 - The Profit and Loss Account
 - The Balance Sheet
 - Cash Flow Statement
 - Accounting Conventions
- Management Accounts
 - The Vital Management Tool
 - Cash Flow Forecasts
- Analysing Accounts
 - Using Ratios to Analyse Performance
 - Making Inter-firm Comparisons
 - Using Data to Make Decisions
- The Evaluation of Financial Risk
 - Discounted Cash Flow
- Forecasting and Budgets
 - What Forecasts do We Need
 - How to Make Better Forecasts
 - Using Forecasts to Decide the Budget
 - Zero Based Budgeting
- Pricing
 - Factors Affecting Price
 - Elasticity of Demand
 - Pricing Methods
 - Volume, Price and Contribution